

## BARABOO BUSINESS IMPROVEMENT DISTRICT (BID) Promotions/Personnel Committee Meeting

Sept 17, 2019 Members Present: T. Wickus, S. Brunker, B. Stelling

Member Absent: L. Steffes, S. Fay

Call to Order: Chairman Wickus presided over the meeting, called it to order at 9:07 A.M., and noted compliance with the Open Meeting Law.

Minutes: Moved by, Stelling seconded by Brunker, and unanimously carried to approve the minutes of the April 9, 2019 meeting.

Agenda: Moved by Stelling seconded by Brunker, and unanimously carried to approve the agenda as published.

Old Business: None

New Business: Moved by, Fay seconded by Stelling to approve the following marketing items

Creation of Facebook posts and paid boosts to those posts along with Facebook Live posts

Book musicians for 5 Farmer's Market Saturdays starting 09/21/19.

Spend the remaining Image Advertising budget on a combination of a 4<sup>th</sup> qtr Billboard campaign and WI Public Radio.

### 2020 Promotions Budget (PROPOSED)

#### **PROPOSED EXPENSES FOR PROMOTIONS**

Downton Baraboo Light Parade	\$3,000.00
Downton Baraboo Holiday Advertising	\$2,000.00
Advertising DBI Event Coordinate Support	\$3,000.00
Devil's Lake Advertising	\$1,500.00
Farmer's Market	\$2,000.00
<u>Image Adv Campaign</u>	<u>\$9,000.00</u>
<b>Total</b>	<b>\$20,500.00</b>

Adjournment: Moved by Stelling, seconded by Brunker and unanimously carried to adjourn at 10:05 A.M. Respectfully submitted, Todd Wickus Promotions Chairperson